RJREYNOLDS

Tobacco Company

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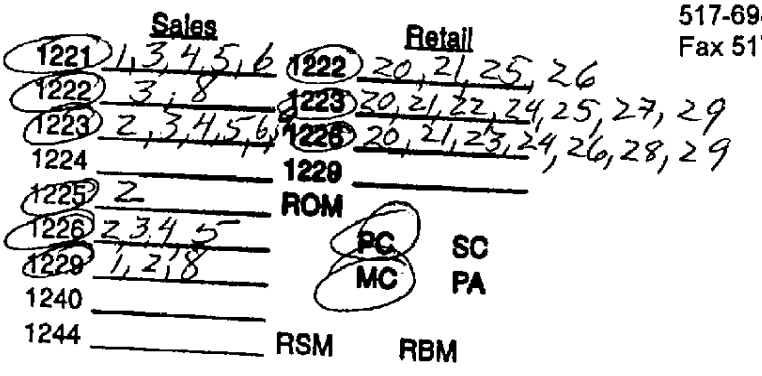
ELECTRONIC MAIL

October 2, 1995



ALL ROU'S

TO ALL RJR PERSONNEL WITH K-MART/SUPER K-MART RESPONSIBILITY
K-MART CHAIN ID #0002-00-00 SUPER K-MART CHAIN ID #1471-00-00

RE: WINSTON/SALEM $3.00 OFF PROMOTION

As information, and in follow-up to Jack Geeting's recent letter, we have reached an agreement with K-Mart for utilization of their co-marketing funds in delivering a temporary price reduction program on Winstons and Salems.

Please note that all stores will need to be contacted on October 16, 17 or 18 to implement the program. We understand that this request will create some issues with regard to retail rep routing; however, it is critical that coverage be made within these time frames.

Details regarding the promotion and your assistance are as follows:

- All Winston and Salem product at K-Mart and Super K stores will be reduced by $3.00 per carton/30¢ per pack during the period October 16, 1995, through November 5, 1995.
- The temporary price reduction will be handled via K-mart scanning equipment; therefore, there will be no need for coupons/VPRs attached to the product.
- There will be an automatic distribution of approximately 60 assorted cartons of the top selling Winston and Salem products to all stores during the week of October 9, 1995. This distribution is designed to ensure adequate product levels during the first week of the promotion only, thus it will be up to the KTD (K-Mart tobacco distributors) to ensure stock levels thereafter.

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- K-Mart has authorized the use of one of their bargain tables for displaying Winston and Salem product for the duration of this promotion. Therefore, please ensure that RJR personnel contact all K-Mart/Super K stores on either **October 16,17 or 18,** in order to complete the following.

  - A bargain table (display space immediately adjacent to the checkout area) should have already been identified by K-Mart personnel for use in conjunction with this promotion.

  - Utilize this display space for featuring both packs and cartons of Winstons and Salems. It is recommended that the packs be featured on two cardboard temporary counter displays (on the bargain table) which clearly communicate the 30¢ off promotion. On the same bargain table we should also feature an assortment of Winston and Salem cartons and via utilization of shelf strips, pasters, headercards, we should also communicate the $3.00 off per carton promotion. Please note that K-Mart has committed totally to this promotion; therefore, it is extremely important that we utilize good judgment in assembling these displays. Communication of the offer is critical.

  - Please ensure the term "Manufacturer Price Reduction" is utilized somewhere on the P.O.S. in fair trade states.

- It is also being recommended that we utilize point of sale on both the RJR PFD and the canopy of the carton fixture to place further emphasis on the $3.00/30¢ off program.

As always, I appreciate your assistance in handling K-Mart matters. Good luck with this program.

Sincerely

Dennis

Dennis R. Bellinger

DRB/jmf
cc: AVP's
RSM's
Jack Geeting
Bill Burgess
kmartlt2.doc

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